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Planning

## **Communications and Marketing Framework**

Portsmouth Water Limited

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2024/S 000-021412

Procurement identifier (OCID): ocids-h6vhtk-047cf5

Published 12 July 2024, 12:05pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

Portsmouth Water Limited

PO Box 8, West Street

Havant

PO9 1LG

#### **Contact**

Frances Hallworth

#### **Email**

[frances.hallworth@portsmouthwater.co.uk](mailto:frances.hallworth@portsmouthwater.co.uk)

#### **Telephone**

+44 2392499888

#### **Country**

United Kingdom

**Region code**

UKJ - South East (England)

**Internet address(es)**

Main address

<http://www.portsmouthwater.co.uk/>

Buyer's address

<http://www.portsmouthwater.co.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.6) Main activity**

Water

## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Communications and Marketing Framework

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Portsmouth Water is planning to tender for the supply of communications and marketing services including planned, reactive and bill print and send.

#### **II.1.5) Estimated total value**

Value excluding VAT: £3,500,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

### **II.2) Description**

#### **II.2.1) Title**

Press and Corporate Affairs

Lot No

1

#### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

- 79430000 - Crisis management services

### **II.2.3) Place of performance**

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

### **II.2.4) Description of the procurement**

Public relations services, Proactive Press Relations, Political lobbying, Stakeholder engagement, strategy and change. Corporate reputation, Crisis communications (strategic guidance), Regulatory Report Creation, Out of hours media support, Media training, Reporting/analytics and monitoring

## **II.2) Description**

### **II.2.1) Title**

Print and Send

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 22000000 - Printed matter and related products
- 22100000 - Printed books, brochures and leaflets
- 22458000 - Bespoke printed matter
- 30199710 - Printed envelopes
- 79800000 - Printing and related services
- 79810000 - Printing services
- 79811000 - Digital printing services
- 79820000 - Services related to printing
- 79821000 - Print finishing services

- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services

### **II.2.3) Place of performance**

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

### **II.2.4) Description of the procurement**

Print Management, Bill print and send, Print on demand, Direct Mail Campaigns, Customer Letters, Incident Communication, Storage/Stock management

## **II.2) Description**

### **II.2.1) Title**

Full-Service Marketing Management

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 92211000 - Radio production services

- 92111000 - Motion picture and video production services
- 92111100 - Training-film and video-tape production
- 92111200 - Advertising, propaganda and information film and video-tape production
- 92111220 - Advertising video-tape production
- 92111240 - Propaganda video-tape production
- 92111260 - Information video-tape production
- 92111300 - Entertainment film and video-tape production
- 92112000 - Services in connection with motion-picture and video-tape production
- 79960000 - Photographic and ancillary services
- 79961000 - Photographic services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 39294100 - Information and promotion products
- 79342200 - Promotional services

### **II.2.3) Place of performance**

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

### **II.2.4) Description of the procurement**

Communications and Marketing Strategy, Branding updates and guidelines, SEO Strategy and Support, Social Media Content and Strategy, Digital Paid advertising, Display media ads, Reporting and analytics, Radio Advertising and audio production, VOD/VOL, Out of Home Advertising, Full Creative Collateral across print, outdoor, online and direct marketing, Photography, End-to-end Video Production, Partnerships and Influencer marketing, Printed Merchandise, Sponsorships and Activations

## **II.2) Description**

### **II.2.1) Title**

Door to Door distribution

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79824000 - Printing and distribution services
- 79341400 - Advertising campaign services
- 64121100 - Mail delivery services
- 79570000 - Mailing-list compilation and mailing services
- 79571000 - Mailing services

### **II.2.3) Place of performance**

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

### **II.2.4) Description of the procurement**

Door to door distribution (campaigns), Door to door (incident level)

## **II.2) Description**

### **II.2.1) Title**

Website built and management

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 72212222 - Web server software development services
- 48825000 - Web servers
- 72413000 - World wide web (www) site design services
- 72415000 - World wide web (www) site operation host services

### **II.2.3) Place of performance**

NUTS codes

- UKJ - South East (England)

Main site or place of performance

SOUTH EAST (ENGLAND)

### **II.2.4) Description of the procurement**

Website Build and Creation, Website Hosting incl. DDOS/Surge Management, UI/UX Design Expertise, Content Management System build (CMS)

### **II.3) Estimated date of publication of contract notice**

17 October 2024

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## Section VI. Complementary information

### VI.3) Additional information

In advance of publishing a contract notice for this tender, Portsmouth Water is seeking pre-market engagement with any interested suppliers to facilitate the development of the detailed tender requirements. This is not a call for competition and engagement at this stage is not mandatory for participation in this tender when released. Portsmouth Water will be releasing a formal call competition by a subsequent Contract Notice in due course.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Havant:-Business-services:-law%2C-marketing%2C-consulting%2C-recruitment%2C-printing-and-security./4MGC42UGX7>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/4MGC42UGX7>

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